



PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION

**BIXI'S READY FOR THE SUMMER!
24-HOUR ACCESS FOR \$1.00 DURING THE GO BIKE MONTREAL FESTIVAL
AND A NEW PUBLIC INFORMATION PROJECT**

Montreal, Thursday, May 28, 2015.- BIXI's ready for the summer! There are a lot of good reasons to try BIXI and enjoy all it has to offer during the Go Bike Montreal Festival! From May 29 to 31, BIXI will offer 24-hour access for just \$1.00, available to everyone at all pay stations. On May 29 and 31, BIXI will be challenging the public and BIXI enthusiasts to participate in the Tour la Nuit and Tour de l'Île de Montréal on a BIXI bike for just \$2.00 with no time limit.

To reserve your BIXI bike for one of the events, you first need to register for the event at Vélo Québec. Then you can pick up your BIXI key at the Maison des Cyclistes (1251 Rachel Street East) and call 514 789-BIXI (2494) to activate it. In just a few minutes you'll be ready to grab your BIXI bike at the station of your choice on the day of the event. You will also be able to return your bike at any station you would like.

TELUS PRESENTS STATIONARY BIXI BIKES FOR OPÉRATION ENFANT SOLEIL

TELUS, BIXI-Montreal's main partner, would like to invite all those participating in the Tour de l'Île and Tour la Nuit to spot the four stationary BIXI bikes designed for the occasion to help raise money for Opération Enfant Soleil. For each kilometre ridden on these bikes, the company will donate \$5.00 to Opération Enfant Soleil. To support this same cause, TELUS' stationary BIXI bikes will also be at both IRONMAN events at Mont Tremblant this summer.

NEW DEPOT STATION AND SET UP DURING MONTREAL EVENTS

In order to make your BIXI experience even better, a new depot station has been set up at the corner of Saint-Alexandre and Sainte-Catherine, in the Gesù parking lot. It is available from Mondays to Fridays, like the Victoria Square station. The depot station in Old Montreal, de la Commune/Place Jacques-Cartier, is available from Thursdays to Sundays. For quicker access to the network, a BIXI squad will be on site for certain Montreal events. This is the case for Piknic Electronik and the



Montreal Grand Prix, which takes place from June 5 to 7.

To find out more about event schedules and depot station availability, follow the BIXI Montreal Facebook page or download the official BIXI mobile app.

NEW PUBLIC INFORMATION PROJECT AVAILABLE STARTING JUNE 1

Beginning on June 1, you will be able to access BIXI-Montreal user statistics under the "Public Information" tab at bixi.com. Updated on a monthly basis, users will be able to access information on when the service is being used, the number of BIXI trips taken daily and weekly, as well as the number of monthly memberships and casual user passes purchased.

NEW YEARLY CAMPAIGN: FIND OUT WHO THE BIXISTS OF THE SEASON ARE!

A new BIXI campaign was launched last week by the agency TAMTAM/TBWA, thanks to their generous contribution of a lot of pro bono hours dedicated to the project. The agency represents Montrealers who are proud to have endless entertainment offered by their city and enjoy using BIXI to get to these events. It showcases six real BIXI users and uses summertime in Montreal as the setting. This initiative will be displayed at bus shelters, as digital posters and at BIXI stations, as well as in restaurants and bars, *La Presse*, *La Presse+* and on the Internet. You will be able to find out more about each Bixist throughout the season by following BIXI on social media networks.

ABOUT BIXI

BIXI-Montreal is a non-profit organization created by the Ville de Montréal to manage the bike-sharing system in Montreal. The network has 5,200 bikes and 460 stations in Montreal, Longueuil and Westmount.

ABOUT TELUS, BIXI-MONTREAL'S MAIN PARTNER

TELUS (TSX: T, NYSE: TU) is the fastest growing telecommunications company in Canada, with 12 billion dollars in annual business revenue and more than 13.7 million customer connections, of which 8.1 million are for mobile services, 3.2 million are for wireline network access lines, 1.5 million are for Internet services and 916,000 are for TELUS TV. TELUS offers a complete line of communication products and services, including mobile services, data and voice transmission services, IP services,



television, video and entertainment services, and is the largest IT service provider in the healthcare sector in Canada.

True to their community investment philosophy, "We give where we live," TELUS and its team members, both past and present, have donated more than 396 million dollars to charities and non-profit organizations, and provided more than 6 million hours of volunteer service to local communities since 2000. Created in 2005 by Darren Entwistle, Director and Chairman of the Board of Directors, TELUS's 11 community investment committees, located throughout the country, offer business support activities for local charities and had contributed 47 million dollars to 3,700 local charities by the end of 2014, enriching the lives of more than two million children and young people in Canada. TELUS had the honour of being named the most remarkable philanthropic company in the world in 2010 by the Association of Fundraising Professionals, making it the first Canadian company to receive this prestigious international recognition.

For more information on TELUS, please visit telus.com.

ABOUT LA PRESSE, BIXI-MONTREAL'S ASSOCIATE PARTNER

La Presse is a French-language newspaper of reference in Canada and its content is available on several platforms (digital edition for tablets, mobile apps, web, paper). La Presse stands out for its distinctive, rich and diversified coverage of the news. A recipient of numerous distinctions for the quality of its content and presentation, La Presse is also recognized for its series and in-depth articles, as well as for the large space it dedicates to debates. La Presse+, the free digital edition of the paper, uses all of the multifunctional capabilities of a tablet and offers the most complete news experience ever offered by the largest newsroom in Quebec.

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